

IRMA TIMES  
Serves Every Home in the  
District. Full of Interest to  
Farmer and Oil Prospector

Vol. 17, No. 12.

Irma, Alberta, Friday, April 28, 1933.

IRMA  
Centre of the Best Mixed  
Farming territory and the  
Richest Oil Field in Alberta.

\$2.00 per year in advance; 5c per copy

## Venstob Wins Main Boxing Tilt; McLaren, Scott, McBain Score

Fistic Fans Enjoy Monsieur  
Duple's Program in Elks'  
Hall, Wednesday Night, April 19—  
Curly Kid Challenges Venstob

Viking, April 27  
The first spring boxing show held under the auspices of the Elks' Community Hall Company, drew quite a number of the faithful fistic fans from this and neighboring districts last Wednesday evening. While the bout between Venstob and Willisko was the main attraction, the balance of the card caused considerable interest here.

Ronnie McLaren, of Viking, and Lloyd Edinger, of Holden, tangled in the first preliminary, and from the crack of the gong set a fast pace. Edinger floored the Viking boy in the first round, but Ronnie came back strong to make the next two rounds tie. Edinger weakened in the fourth round when the husky Ronnie swung into action with lefts and rights that made the Holden boy hear birds sing just before the bell rang. It was a clean-cut victory for Ronnie.

George McLain and Louie Popp, who both hail from Irma, put on the milks for the next number. It was Popp!—and Popp was out. It was hoped that Popp would make a better showing against the shifty McBain as the fans want to see George go his best.

George Scott won his return bout with "Red" Larsen, Scott being the aggressor right from the start. Scott took the first round by a wide margin,

while the next was even. Opening up with a barrage in the third, Scott had Red in difficulties. At this stage Red's seconds decided that he had had enough so the referee lifted Scott's arm in token of victory. However, Red was taken to the last, and has a lot of friends here who like to see him in the ring. Scott was even better than in his former appearance here.

Venstob was awarded the decision over Willisko in the main bout that went the full ten rounds. Action prevailed in every round. It was more or less of a slug-fest between two big boys with Venstob having the edge in seven rounds, and three even. Who had the punch? Venstob, ducking style that bothered Venstob for a number of rounds. Venstob withstood the heavy attacks of the Holden boy and showed a somewhat improved style since his last match.

Curly Kid Archibald issued a challenge to a match with the winner, and it is quite likely that before the snow flies that Venstob will be matched with the Kid.

Mike "Kop" Kaplansky, manager of the Leland Hotel, Edmonton, was the third man in the ring, and all his decisions met with the approval of the audience.

### EASTER RATES TO COAST PROVED VERY POPULAR

Vancouver, B.C.—"The special low round trip fares, two railroads quoted from Winnipeg and Prairie points to Vancouver and Victoria during the Easter period turned out to be a successful experiment. Thousands of people from Western Canada were given the opportunity of visiting the Pacific Coast under the most favorable conditions; most of them remained, on an average, 12 days," declared George McNicholl, general passenger agent, Canadian National Railways, Vancouver.

"The transportation cost was low and the passengers found the climate and the gardens on the Coast practically at their best. The outdoor daffodils and tulips were in bloom and presented a most welcome sight to the resident of the prairies, especially after their rather severe winter this year," he said.

The special low rates resorted to were good in coaches and tourist cars, and proved one of the most popular travel bargains of the year.

## Professional Cards

C. GREENBERG, M.D.  
Physician and Surgeon  
Phone 40  
Irma, Alberta

CLIFFORD G. PURVIS  
Barrister, Solicitor & Notary Public  
Viking Phones: Office 7, Res. 30.  
Irma Phone: No. 37.  
Visits W. Masson's Office, Irma, Every Friday.

F. C. DICKINS, B. A. L. L. B.  
Barrister, etc. L. L. B.  
Notary Public. Insurance.  
Bayler Block—Wainwright, Alta.

J. W. STUART  
Licensed Auctioneer  
For Sale Dates in Irma District  
see W. Masson, Irma  
Wainwright, Alberta

EARL L. CORK & CO  
Jewelers and Opticians  
Issuer of Marriage Licenses  
C.N.R. Official Watch Inspector  
Wainwright, Alberta

WILLIAM MASSON  
Notary Public  
Loans, Real Estate, Insurance  
Irma, Alberta

IRMA LODGE No. 56

Hold their Regular Meeting Every  
First and Third Tuesday of Each  
Month in the I. O. O. F. Hall  
Visiting Brothers Always Welcome.  
O. A. Lovig, Secretary, Irma.

IRMA L. O. L. No. 2608  
Meets the last Thursday in Each  
Month at 8 p.m.

Worshipful Master J. Jackson  
Record Secretary, Chas. Wilbraham  
Visiting Orangemen always welcome

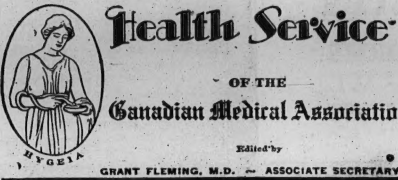
## "Americans Come To Me"



George Bernard Shaw, whose pungent wit has enlightened the world's cruise of the Canadian Pacific liner "Empress of Britain" when he arrived at San Francisco recently, denied he had ever said he would never visit America.

"What I said," the Irish dramatist remarked, "was there was no need for me to visit America, as all interesting Americans come to see me."

That this was true is proved by the picture, for here in the Mayfair lounge of the 45,500 ton liner, he is seen with Mayor Angelo Rossi, who not only went to Shaw, but dressed himself in his cutaway and wore a carnation.



### Mutual Aid

Health, particularly mental health, is dependent upon reasonable security against uncontrollable events of life, such as sickness and death. Lack of economic security leads to worry, which, in turn, means at least unhappiness and which is, in many cases, the basis of serious physical and mental disabilities. The campaign of the life insurance companies of Canada and the United States for "Financial Independence through Life Insurance" has, therefore, a health as well as a financial significance.

The idea of mutual aid goes back many centuries, and we find numerous records in history of ways in which people united to help each other in time of need. It was realized that there was greater strength and security in the group than in the individual. Our whole modern civilization offers many examples of this principle of mutual aid. We have many number of organizations which include, among their objectives, the assistance of members or other individuals who are in need. This spirit of service may be said to be the driving force in all worth-while organizations.

At the present time, the need for mutual aid is more evident than ever. In the field of public health, we see that concerted action has secured a large measure of health protection through the aid of which have joined together for that purpose. In such areas, taxpayers agree to contribute towards their taxes, to the maintenance of an adequate health department, and so, individually and collectively, they secure public health protection through their aid.

The maintenance of health departments is a form of insurance. Insurance is a form of mutual aid. A

### Progressive Store Displays Non-Sorbo Insole Shoe

McFarland and Company are featuring this week the new Columbian Outing shoe with the Non-Sorbo insole that should interest everybody at this time of the year. This shoe has just been developed has many qualities that recommend themselves to all those who wear outing shoes. A Jam Special for Saturday, Monday, and Tuesday is something not to be overlooked.

### MASSEY HARRIS CO.

again announces their 10 per cent discount policy in force on all payments past due and accruing.

We have some very special buys in Seed Drills and Fertilizer Drills. We can give you a three-furrow Horse Plow with power lift for less than the price of a two-furrow. We have for sale a 16-inch Sulky, both bottoms, second hand; also set of second hand Wood Harrows, cheap. We are also agents for the Best line of Machinery which includes Farm Scales, Cream Separators, Hand Washing Machines, Reapers, Brooders, etc. High Quality Kitchen Ranges. The whole Renfrew line is a first quality product. Call in and investigate. Now is the time to get your chopping done for Spring work. No chopping the first two weeks in May.

### V. HUTCHINSON

IRMA ALBERTA

## Present Crop Season Compares Favorably With Year of 1920

Snow Which Fell on April 16 and 17 Covered Practically  
All of Alberta—Halts Seeding in the  
Medicine Hat Area

The Alberta crop report issued by the Department of Agriculture, Edmonton, Saturday, April 23, 1933, from the Publicity Statistics Bureau, quotes the following:

An Easter snowstorm, laying a blanket of heavy, wet snow over most of the province and followed by cold, backward weather, caused further delay to spring operations on the land in Alberta, with the result that preparatory work for the 1933 crop cannot become general in most districts for another week or ten days. The situation has resulted in Alberta being one of the latest springing from last fall's crop. With ploughing becoming general about April 25, and seeding general about May 5, in the north and central districts, and somewhat earlier in the southern districts, the season compares with that of 1920, when seeding became general in the north May 5 to 14 and in the south from May 15 to 27. In five seasons from 1921 to 1931 inclusive, seeding was general by April 15 in the north, and by April 28 in the south, but there have been five other seasons in the same period in which seeding did not become general in the north until May 1st and somewhat earlier in the south.

The snow, which fell on April 16 and 17, covered practically all sections of the province, but was heaviest in the districts south of Olds to High River where as much as 18 inches was recorded. It brought added moisture to the soil and was beneficial in that respect, but it actually halted spring work, which had got fairly under way in the south-eastern section of the province. The storm was very much more widespread than that which visited the province on April 10, 1932, and which was confined largely to the Calgary territory. The latest rainfall reports show almost ten per cent seeding already done, but halted by the bad weather. Moisture conditions fairly good.

Lethbridge and Raymond districts report considerable ploughing done before the Easter storm, but work generally has been delayed. The situation was about the highest on record, 2.50 inches at Pinard Creek and the foothill country report no possibility of work on the land even in the light soil districts for another week. V.

can district reports a small amount of seeding done before the storm, but not general before 24th inst. Quality of seedling has been even later, at least a week by the storm. Brooks district reports about one week's work done on the land but further delayed till 24th. Coming farther north to Olds, Viking, Irma and Lacombe, the delay in spring work is more noticeable, and there is very little work being prepared for crop. In the district from Olds south, where considerable threshing remains yet to be done from last fall's crop, the seedling will have to postpone this work until their wheat seeding has been done. In the districts east of Edmonton there has been practically no progress in spring work and the first of May is set as a date when seeding will be general. To the north of the Saskatchewan River, east of Edmonton, the date will be even later.

The Athabasca, Grande Prairie and Peace River districts are still gazing upon stubbled fields white with snow, so that it will be the first week in May before seed drills are active.

The prolonged spring opening has added to the trouble of getting seedling stock, and supplies of feed are getting very low. Stock is still in good condition, however.

## Weekly Review of Western Markets

### Cattle

BEEF—There has been an active demand despite the lack of offerings at Edmonton during the week. Prices show fully steady to a shade. Choice light steers \$3.75@4.25; choice heavy \$3.75; good \$3.25@3.50; medium \$2.75@3.00; common \$1.50@2.50. Choice heifers sold at \$3.50@4.00; cullers \$2.50@3.00; stock cows \$2.25@2.50; good \$2.25; medium \$1.50@1.75; common \$1.00@1.25; canners from 50c up. Choice calves \$4.00@4.50; common \$2.00@3.00. FEEDERS—Stock \$1.50@2.00; stock heifers \$1.50@2.50, and the stock cows from \$1.00@1.75.

### Hogs

Edmonton and higher. Bacon \$4.50@4.60; select \$3.50@4.10; butchers \$4.40@4.10, fed and watered.

### Sheep

Edmonton market slightly higher. Yearlings at \$2.50@3.50; ewes \$1.20@2.50; lambs \$3.00@3.50.

### Grain

Market showed nearly 2 cents gain for this week as result of bullish movement Wednesday when prices gained 1 1/2c at the close. Prior to the upward swing on that day the market was dull. Some seeding reported in Alberta, but heavy snow this week expected to hold up operations for at least two weeks.

### Cream—Butter—Milk

CREAM—Receipts very much lighter since first of week owing to road conditions. Quotations are unchanged: Special first, 14c; second 11c at country point and centralizing plants. CREAM BUTTER—Under tone of market firmer in Alberta owing to unexpected drop in cream deliveries at country points. Under hand. Prices unchanged, however. No. 1, 24c; No. 2, 23c; No. 3, 21c. DAIRY BUTTER—Fancy table, but little offered. Lower grades very hard to turn over. Prices steady. Fancy table, No. 1, 1.10c; No. 2, 7c. MILK—Receipts showed heavy reduction owing to road conditions, but no shortage is reported. Prices steady. Edmonton, \$1.75; Calgary \$1.50 per 100 lbs., basis 3.6 delivered.

## Municipal District Kinross Decide on Schools Mill Rate

Minutes of meeting held at Kinross on Monday, April 10. Full council present.

Coun. Murray, that minutes of previous meeting be passed as read. Crd. Statement of expenditures and receipts be read and approved. The statement be accepted as read. Crd. Pendleton, that motion made at last meeting concerning schools mill rate be rescinded and that the following mill rates be struck:

Badger	5
Batts	5
C. Springs	9 1/2
Lenora	9
Hill Park	3 1/2
Lakeford	10
Lake Vernon	15
Metropolitan	11
Phillips	11
Overhill	15
Sunlight	15
Wheatland	15
Valley	9

Carried.

Coun. Carter, that motion in previous minutes re portion of municipal tax to be spent on public works be rescinded and that 20 per cent of municipal tax be apportioned for public works. Crd.

Coun. Carter, that for a limited time, a discount of 10 per cent be allowed upon payment of arrears of taxes (excluding land taxes) and 5 per cent discount be allowed on current taxes. Crd.

Coun. Carter, that the secretary notify the C.N. Ry. that the council wish Railway Co. to place gates on both crossings west of Jarow, there being residents adjacent to each crossing. Crd.

Coun. Murray, that the following bills be passed for payment:

N. Ingvaldsen (labor)	\$13.50
J. Marshall, rel. Stairs	26.64
Community Press	58.10
W. Comley (election)	32.80
Irma Times	90.00
W. Perries (rel. Stairs)	9.98
W. Perries (rel. Lund)	12.00
Third & Ansell (rel. Bourjois)	8.00
Third & Ansell (rel. McPherson)	10.00
Third & Ansell (rel. Berens)	10.00

Carried.

Coun. Bennett, that meeting adjourn till 10 o'clock on Monday, May 5, at Kinross. Crd.

B. H. GREEN, Secy-Treas.  
M.D. of Kinross, No. 424.

### RADIOS IN ALBERTA

There were 44,363 radio sets in use in Alberta in June, 1931, when the census was taken, according to a statement just issued by the federal bureau of statistics.

Heard at the dance: Do you believe in trial marriages? "Sure I had a regular wedding and it's been a trial ever since."

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# "GIBSON" TEA

## PRICE DOWN

**C**  
**a lb.**  
**BROWN LABEL**  
**Half pound now 25 cents**  
**SAME FINEST QUALITY**

**Grocers - SEE REBATE FORMS**  
**ALREADY MAILED TO YOU - WE**  
**PROTECT YOU AGAINST ALL LOSS**  
**GIBSON PATERSON LIMITED, WINNIPEG.**

### Nature Cannot Be Defied.

It is recorded in Holy Writ that God created man and gave him dominion over all the earth, over the fish of the sea, the fowl of the air, over every living thing that moveth upon the earth; in a word, over every thing wherein there is life, including all fruit and seed-bearing trees and plants. In his conquest and control of these things man has waged, and must continue to wage, a never-ending battle, and he has waged it, on the whole, successfully and with increasing efficiency as the years and centuries have come and gone.

Enforcing his dominion over every living thing, and as a means of exercising control over them and to secure for himself the maximum of benefits and comforts therefrom, man has gone further afield and assumed control over many of the forces of nature. He has overcome the obstacles of mountains by driving tunnels through them; he has bridged great streams and gorges; he has dammed mighty rivers to obtain power; he has delved into the bowels of the earth for fuel and minerals to serve him; through his inventive genius he has overcome the handicaps of distance and space, making both the sea and the air serve his purposes.

Still not content with control over the other laws of nature over which he was not given control and which, despite all his efforts, are and ever will be beyond his control. As a result of jealousies and rivalries developing as mankind increased in numbers, men quarrelled and fought among themselves. They divided into tribes, and later into nations, developing distinct national traits of character and ambitions, each selfishly endeavoring to secure to itself a larger measure of control over the earth than that enjoyed by their rivals, and constantly warring with each other to obtain and retain such control.

As time passed, and life became more and more complex, this struggle for national domination—national existence for many—became more intense, but, with the progress of education and civilization it developed new forms, while not altogether abandoning the old idea of the application of physical force. Thus it came about that man made his great mistake in that he attempted to control forces he cannot control and which it was never intended he should control.

The world was created for man—the whole world for the whole race of man. Its climate was varied, and with variations in climate there is variation in products and methods of living, each part having something to contribute to the welfare of man in other parts and all going to make up a completed whole. But man developed narrow tribal and nationalistic instincts and ambitions, hid himself off in groups into compartments, and sought to live unto himself, self-satisfied and self-contained, apart from the rest of the world. Such a mode of living might succeed, for a time, but man was simply punishing himself, denying himself many of the benefits and comforts which an untrammelled nature intended he should possess and enjoy. The whole race of mankind is now paying the penalty for that great error.

This primary error led to many others, and man set his ingenuity to work to overcome the difficulties he had himself created. Having defied one great law of nature he thought to correct that mistake by defying other laws. He conceived the mistaken idea that he could, by the mere enactment of his own man-made laws, substitute artificial political boundaries for the natural boundaries as defined by geographical facts. He had changed the course of rivers, why could he not change the streams of commerce, communication and trade with each other? Why could he not change great areas of the world's surface intended by nature for agricultural pursuits into great manufacturing centres? Where nature designed that communication and trade should flow north and south, with one section the complement to the other, why should not man order otherwise and force communication and trade to flow east and west in order that it might be confined within certain narrow political divisions set up by himself in defiance of nature's laws?

Man thought he could do it, and he proceeded to try, with the result that the whole race of man is today mired in a morass of its own making. All men and all nations are floundering with no solid ground under their feet. In their difficulties and desperation they still blindly rely upon the enactment of one man-made policy after another, each a further defiance of nature's immutable laws, to get them out of their trouble, instead of frankly acknowledging the mistaken idea that he could, by the mere enactment of his own man-made laws, substitute artificial political boundaries for the natural boundaries as defined by geographical facts. He had changed the course of rivers, why could he not change the streams of commerce, communication and trade with each other? Why could he not change great areas of the world's surface intended by nature for agricultural pursuits into great manufacturing centres? Where nature designed that communication and trade should flow north and south, with one section the complement to the other, why should not man order otherwise and force communication and trade to flow east and west in order that it might be confined within certain narrow political divisions set up by himself in defiance of nature's laws?

But instead of adopting such a sane and sensible attitude; instead of admitting that the laws of nature are too powerful a force to be ignored and defied, we find one group of political thought insisting in all countries that the world must persist in the policies in which it has become entangled, making them still more restrictive and more all-embracing of the activities of man. On the other hand, there is another group of political thought which, frankly recognizing the blunders of the past, insists that the only way out is to commit an even greater blunder than has yet been committed, and that is to largely deprive man of his individuality, destroy his God-given powers of initiative and self-government, and submerge him in the political State itself which will direct, control and order him in all that he may do and how he shall live.

Man was not created to be so ordered and controlled. He was given a body, a mind, a soul of his own. He was to have dominion over all things; not things, even a State created by himself, to have complete dominion over him. It has been tried before in this old world's history and it failed, as it always will. It is being tried again today under Fascism in Italy and Germany, under communistic socialism in Russia, under other forms of despotic government in so-called less enlightened countries. It may abide for a time, but it will fall sooner or later. And it will fall because man is an individual, with a mind and soul of his own. His initiative will not be denied. Man will eventually get back to recognition and observance of nature's unchangeable laws. Then, and then only, will he again achieve happiness and contentment.

### Britain Rich In Minerals

#### Practically Every Known Metal Is Found In Empire

The news that the vast bends of iron ore in Northamptonshire are to be worked on a great scale calls to mind the fact that Britain is still one of the richest metal-bearing countries in the world. This remains true despite the fact that during the past half-century, the total value of minerals raised in Great Britain was about three thousand five hundred millions of pounds. Of this, coal represents about two-thirds; the rest comprises nearly every metal or mineral in common use and a number of the rarer ones. Cornwall and Devon still produce tin. Immense quantities of rich tin ore lie below the surface, but so far below it that at present the mines cannot compete successfully with the shallow tin dredgers of Malaya and the open workings of Bolivia. Cornwall, too, has copper, antimony and arsenic, to say nothing of radium. There is a reef of gold-bearing rock under the Forest of Dean which contains enough gold to pay Britain's national debt. Under present conditions, however, it does not pay to work it.

### Favor Sterilization Plan

#### Stand Taken By Lieutenant-Governor Of Ontario Is Commended

The Toronto Local Council of Women and several clergymen joined in expressing appreciation of the stand on behalf of sterilization of the mentally unbalanced taken by Dr. Herbert A. Bruce, Lieutenant-Governor of Ontario.

On recommendation of Mrs. R. G. Smythe, mental hygiene convener, the local council of women wrote Dr. Bruce acclaiming his stand. Mrs. Smythe said what the province wanted was permissive and selective sterilization of the mentally unfit.

Rev. Canon Lawrence Skeg, Anglican, said there were "two or three thousand feeble-minded children in Toronto. We are all behind the Lieutenant-Governor and are proud that he has had the courage to speak his mind for the welfare of the people."

### "THESE HARD TIMES"

"The hard times and scarcity of money makes it more important than ever to economize. One way I save on clothes is by renewing the color of faded or out-of-style dresses, coats, stockings, and underwear. For dyeing, or tinting, I always use Diamond Dyes. They are the most economical ones by far because they never fail to produce results that make you proud. Why, things look 'better' than new when dyed with Diamond Dyes. They never spot, streak, or run. They go on smoothly and evenly, even in the hands of even a ten-year old child. Another thing, Diamond Dyes never take the life out of cloth or leave it limp as some dyes do. They deserve to be called 'the world's finest dyes!' S.B.G., Quebec.

### Some One Must Work

If everybody went in for living today and forgetting tomorrow, there would very soon be no today in which to live, eat and be merry. There must always be the Marthas to provide favorable environments for the Marys. There must always be thrifty bourgeois in order that there may be a free Bohemian spirit—except, perhaps, in a few South Sea Islands where the trees rain breadfruit all the year round.

### THAT DEPRESSED FEELING IS LARGELY LIVER

#### Wake up your Liver Bile

#### —Without Calomel

You are "feeling punk" simply because your liver isn't pouring its daily dose of bile into your bowels. Digestion and elimination are both hampered, and your entire system is being poisoned. What you need is a liver-stimulant. Something that goes farther than saline, mineral water, which only moves the bowels—something that actually moves the bowels—something that gives you a new lease of life. Take Carter's Little Liver Pills. Purely vegetable, no harsh calomel (mercury). Safe, sure, and for them by name, refuse substitutes. 25c. at all druggists.

### Man Kides Sharks

Unarmed, Roy Wilson caught three sharks, from six to nine feet long, at Brisbane, Australia, recently. They had entered a bathing pool during a high tide. Wilson dived into the water, swam up to one of the intruders and scrambled upon its back. Hooking his legs under its body, he "rode" it as it dashed up and down the tank. The shark finally gave up the battle through sheer exhaustion. The others were caught in the same way.

Thyme, savory marjoram, sage, mint and other herbs are now being grown in a small way in British Columbia.

Scotland has a serious crime wave.

## MORE ENJOYMENT

Plug Tobacco lasts  $\frac{1}{3}$  longer — gives  $\frac{1}{3}$  more enjoyment for the money. Buy the  $\frac{1}{2}$ -lb. plug and you save still more.

# DIXIE

FULL WEIGHT  $\frac{1}{2}$  lb. PLUG 70°

### Worthy Of Consideration

#### Banning Jazz From Radio Broadcasting Is Good Idea

Chancellor Hitler has banned jazz music from the Berlin broadcasting station on the ground that it is not a cultural factor.

The idea is worthy of consideration elsewhere than in Berlin. The childish tum-tum of the jazz orchestra, its senseless dissonance, its blaring and bleating and blattney, combined with its horrors of cacophony, that are enough to make all head composers of melody turn in their graves, stamp it as a production of the lower orders of human intelligence.

Jazz has enjoyed a long—a far too long—life as a popular craze on this continent and in Europe. But from all quarters reports have been pouring in for a year or so to the effect that its popularity is on the wane; and there is ample evidence that this is the case. Such a patent proof of a return to cultural ideals is welcome on many grounds, but on none more vitally than that it presages the abolition from the home of one of the most inane, discordant and inartistic forms of noise yet conceived by humanity.—Montreal Star.

### British Warship Condemned

#### Last One To Go Into Action Solely Under Sail

After 84 years' active service the old "Arethusa," the last British warship to go into action solely under sail—has been condemned by the Admiralty Surveyors. Since 1874 the "Arethusa" has been used as a training ship at Greenwich, under the management of the Shaftesbury Homes and more than 12,000 boys in these reformatory institutions have passed through the ship into naval or mercantile marine service. The "Arethusa" is to be replaced by the "Peking," a four-masted steel barque, built in 1911, and an appeal is issued for £40,000 to pay for the purchase, alteration, and equipment of the new vessel. The appeal is sponsored by the Prince of Wales as president of the Shaftesbury Homes.

### Good Ads Always Pay

#### Give Their Daily Message To the Buying Public

"Good advertising will sell goods even in bad times," says Louis Tannenbaum, production manager of R. H. Macy & Co., the famous department store of New York. The Macy executive have proved it to their own satisfaction. In their recent anniversary sale they found that well planned advertising brought crowds to the big store.

Experienced executives of successful stores know that "good ads always sell." That is why they keep hammering away, telling their message to the people day after day.

European scientists have discovered that some of the commonest fresh water fish, including trout and minnows, can change their color according to background.

A total of 1,102,166 motor vehicles were registered in Canada last year, of which over half or 524,270 were in Ontario.

### Was So Short Of Breath Could Not Lie Down To Sleep

Mrs. P. J. Chernoff, Shrewsbury, B.C., writes: "I had been so troubled with shortness of breath I could not lie down to sleep. I couldn't do any hard work, or climb the stairs, and had nervous and smothering feelings, and became very weak."

I tried all kinds of medicine, but could get no relief until after I had taken three boxes of Milburn's Heart and Nerve Pills, and since then I have felt better in every way."

For sale at all drug and general stores; get up only by The T. Milburn Co., Ltd., Toronto, Ont.

morning after?  
How Eno wakes you up, banishes heaviness, refreshes you! Take a glass of Eno—and feel a different person. CA 15-25

**TAKE ENO'S FRUIT SALT**

**For Creamed SOUPS and SAUCES**

If you have not tried St. Charles Milk you will be surprised at the improved flavor it gives to cream soups and sauces. It is handy and economical too and with it you can make hundreds of tasty dishes that you and your family will enjoy.

Always ask for St. Charles by name and then you can be certain that you are obtaining the best evaporated milk.

**Borden's ST. CHARLES MILK**  
UNSWEETENED EVAPORATED

**FOR HEAD COLDS**

snuff up nose also melt in hot water and inhale vapors

**VICKS VapoRub**

OVER 42 MILLION JARS USED YEARLY

### Scotland At Grain Show.

#### Scottish Entry For Grain Exhibition At Regina

An entry of high quality oats, from a farm owned by same family for over 60 years, will be a challenge to the oat farmers of Saskatchewan at the forthcoming World's Grain Exhibition at Regina.

Officials of the exhibition announced that an entry has been received from Mrs. Maggie Eccles, of High Pinmore, Maybole, Ayrshire, the sample being registered in the cat section.

Mrs. Eccles operates a 230-acre farm close to the birth place of Robert Burns, the poet, and the farm has been in the same family for over 60 years, special attention being paid to oat production.

A long list of exhibition successes over a number of years is Mrs. Eccles' record. In 1931 she won the gold medal for grain at the national stock and grain show at Edinburgh.

### Sugar Elevators

#### Raymond the First Place In Canada To Adopt This Plan

Sugar from this famous sugar beet growing country will be stored in elevators in the same manner grain is stored. Raymond, Alberta, is the first place in Canada to take such a step.

The Canadian Sugar Factories, Ltd., announced that they would build four elevators at a cost of \$50,000 for the purpose of storing the sugar produced in the Raymond area. Each elevator will be 30 feet in diameter and 125 feet high.

Graded beef is continuing to increase in popularity with Canadian housewives, sales for 1932 of 21,749,000 pounds showing an increase of four and one-half million pounds over the previous year.

### BABY SCALDED!

#### Quick! Get the MECCA OINTMENT

Stop the pain and agony by applying Mecca Ointment at once. Prevents inflammation, averts tissue destruction and quickly starts safe healing. Keep a supply of Mecca Ointment in the home to meet all emergency. Mecca Ointment is sold by all Druggists—25c, 50c (tube), 50c and \$1.00.

### PATENTS

A List Of "Wanted Inventions" For Patents. Free Information Sent Free On Request. The RAMSAY Co. 167 OTTAWA, Ont.

W. N. U. 1899



# Christie's PREMIUM SODA CRACKERS

Your family and your guests will appreciate these crisp, fresh, slightly salty crackers. They go so well with every kind of food... keep a package handy in the pantry.



Christie's Premium Soda Crackers are served in the best restaurants.

## HEART OF THE NORTH

By  
WILLIAM  
BYRON  
MOVERLY

(WPU Series)  
Copyright by William Byron Moverly

CHAPTER VIII.—Continued.

Freshly Haskell turned around, smiling pleasantly. "I was disgruntled about something when you first came in, corporal. You really have patrolled hard for several months. Well, I'll throw in the rest of this evening too. By the way, when you go past barracks ask Whipple to step down here."

"Snakes!" Bill breathed to himself, as he thanked Haskell and went out the door. "That Spring-heel Johnny must be winding up to ask a favor of me, or something. But I've got my three days to help Alan out. Lord, I hope Alan shows up during my free time. He might maybe let me go along with his trick."

With no suspicion of the ugly truth, he turned up the twilight slope. When Whipple came in, Haskell ordered him to close the door and pull down the window, to guard against possible eavesdropping. Then he tersely explained the situation. He added:

"Haskell will probably steal some more gasoline and oil tonight. What he's already stolen isn't enough for a plane to do much maneuvering on. I want you to watch him stealing that stuff so that you can later be a witness. He'll probably have time to take those drums only a couple miles from here tonight. Tomorrow he'll take all of it on to the place where he'll meet Baker. He's been sneaking it away little by little when he had the chance, and hiding it close by; but during his three days he'll take it to the meeting place."

You go down to the river bank now to those two tepees and get that Indian called Ogi-Tomax. You remember Haskell thrashed him one time last winter for carrying a squaw-club and beating his wife. He's got a personal interest in this, he's just the man we want. Take a carton of my cigarettes with you and a little rum as a silence pressure. I'll personally pay him five dollars a day. Do you understand so far?"

Whipple nodded. Haskell went on: "You and the Indian are to shadow

### SIMPLY WORN OUT?

Take Lydia E. Pinkham's  
Vegetable Compound

Can anything be more wearing for women than the ceaseless round of household duties? You have no time to be sick... you are tired... ailing... yet cannot rest... when something aches and you find yourself simply worn out.

Lydia E. Pinkham's Vegetable Compound will help you. Its tonic action will give you renewed strength, and will make your daily tasks seem easier to you.

98 out of every 100 women who report to us say that they are benefited by this medicine. Buy a bottle from your druggist today... and watch the results.

W. N. U. 1989

worst of it was that Buzzard was going to pay a heavy price for helping him on this thankless job. For himself he did not greatly care; he hardly thought of it. . . . He was headed north again, on his last patrol, his greatest patrol.

As they worked on north, they made moderately good time, but only by incessant care and worry. Engine trouble caused them delay. Again and again they sat down on some unknown river or lake and sweated for hours over the old motor. Fuel was a constant problem. Avoiding Mounted detachments and Royal Signal corps stations like the plague, they dared stop only at wilderness-buried places where radios were unlikely and no police handy. They could never be certain of getting fuel, and what they did get was usually half frozen.

Alan was looking forward to his rendezvous with Bill as the end of all this worry about gas and oil. Besides the fuel there at Goose Point, Bill had promised to cache some supplies up the Alouka near Joyce's home.

Alan was feverently looking ahead to meeting Bill at En Traverse lake, to getting those precious supplies, to seeing Joyce again there, the Big Alouka. All of his loyalty to the sister of his dead parent could not keep him from comparing Joyce's vital spirited personality with Elizabeth's leisurely personal and, and Joyce's two years of heroic sacrifice with Elizabeth's idle deliberate dependence.

On their last evening, worn out by a day of engine trouble and head winds and blinding rains, they alighted in a little spruce-buried lake on Silvertip River, a short hundred miles south of Fort Endurance. Anchoring the plane, they paddled ashore, cooked a warm meal, and rolled up in their blankets for a few hours of desperately needed rest.

"Tomorrow's the day of days," Buzzard remarked, thinking of the supplies and a base to maneuver from. "It's the day of days," Alan agreed, but he was thinking of Joyce running down the path, bareheaded in the sun, to greet them. Tomorrow he would know if she was safe. Tomorrow, after the rendezvous with Bill the White Speedair would be dropping down upon the Big Alouka.

Buzzard was asleep almost instantly, but Alan, tossing in a useless attempt to sleep, finally got up, built a tiny fire, and sat beside it, thinking, a dead pipe in his teeth.



He Tried to Look Steadily at His Looming Marriage to Elizabeth.

As he sat there under the solemn spruces, he tried to look steadily at his looming marriage to Elizabeth, and decide his course. No longer blinded by idealization of her as a girl, he saw now, with pitiless insight, that all along she had not wanted him unless he had a good income and was out of the North. She might love him as well as she had ever loved anybody; but to her he was not greatly more than a means of getting what she wanted out of life.

The prospect of marrying her, when his respect was gone, made Alan wince. And his respect was gone with a vengeance. Those moments in the cabin, when she offered herself to him, had been a shock and revelation. She had acted not out of excusable passion, not out of love, but as a guarantee that he would take that Victoria job. He thought of the incident with something of revulsion.

### POULTRY RAISER CONQUERS "ROUP"

Praises Minard's Liniment As Remedy for Roup or Bronchial Flu

Read in this letter from G. Minville, Fort Garry, who he checked Roup (Bronchial Flu) when he broke out among his young hens. "After trying other remedies Mr. Minville, I tried Minard's Liniment, five to six drops on the tongue and some more, depending on the bird. I am positive that it helped me out a lot. Minard's Liniment is a tried and proven remedy for sprains, burns, bruises and skin diseases, as well as for Bronchial and Rheumatic trouble. For sale by all druggists."

## WHOLE FAMILY WITH INDIGESTION

A mother of four writes:—"Myself and family all seemed to suffer from acidity, pains in the back, and other forms of indigestion. I suffered whatever I ate. But since we have been taking Kruschen (for the last three months) we can eat anything, and all enjoy our food much better. We never have a trace of acidity or pain now. I think it is wonderful—it has no upsetting results. Whatever we may have to go without, we could not give up Kruschen."—(Mrs.) M.K. Kruschen Salts swiftly neutralizes acid, takes all the torment out of it, and gently expels it from the system. And by stimulating your organs of elimination to perfect regular action, Kruschen will prevent this harmful acid from ever accumulating again. After that you'll experience no more misery after meals. Kruschen will keep your inside clean and serene. Pure and invigorated blood will be sent coursing to every part of your body. You'll feel wonderfully energetic and well. As healthy and hearty as it is humanly possible to feel.

Now he was groping to see the honest and righteous thing for him to do. He wondered whether it would be courage, or a weak yielding to desire, for him to break with Elizabeth and sweep aside the obligations binding him. There was right on both sides. Elizabeth was waiting for him; he had promised to marry her and take her out; he had burned his bridges and committed himself to that Victoria job. Yet it was wrong to enter a loveless marriage that would bring tragic unhappiness. It was wrong to marry Elizabeth when his whole-hearted respect and love went out to Joyce MacMillan.

In the lonely anguish of his thoughts he laid his decision more or less in the hands of time. He felt he must see Joyce again before he could take a decisive step. If he did capture those six criminals and so cleared her father, she would be grateful with all her heart. He meant to tell her about the tragic happening which had torn him from her. If he could win back the old intimate comradeship with her and they could begin anew, then the righteous thing was to put Joyce's happiness above Elizabeth's.

(To Be Continued.)

## Unemployed Turn To Placer Mining

Seven Thousand Men Are Combining Placer Areas in British Columbia

One of the highlights of the British Columbia gold industry during 1932 was the active search that was made for placer gold, according to the Dominion Department of Mines, Ottawa. From the number of free miners' certificates issued, it is estimated that some 7,000 men, formerly unemployed, participated in this search. These men, it is stated, have scattered through the old placer areas, in the hope of making wages with the "Gold pan" and "rocker." Experienced prospectors have been literally combing the placer areas, particular attention being given to the search for old pre-glacial and inter-glacial drainage channels. Reports of new discoveries of coarse gold, found underlying false bed rock are quite common in the old camps, such as the Caribou, Omineca, and other areas.

## Little Helps For This Week

"Wait on the Lord, be of good courage and He shall strengthen thy heart, wait I say on the Lord."—Psalm 27: 14.

"He giveth power to the faint, and to them that have no might He increaseth strength."—Isaiah 40: 29.

Should we feel at times disheartened and discouraged, a comforting thought, a simple movement of heart towards God will renew our powers. Whatever He may demand of us He will give us at the moment the strength and the courage that we need.—Fenelon.

"We require a certain firmness in all circumstances of life, even the happiest, and perhaps contradictions come in order to prove and exercise this. If we can only determine so to use them, the very effort brings back tranquility to the soul, which always enjoys having exercised its strength in conformity to duty."—Wm. van Humboldt.

### The Easiest Way

The Fort William Times-Journal says one of the reasons why the world is so loaded down with debt is that it is so much easier to seek for new forms of taxation than to study new economies. Governments have much the same mentality as the fellow who gave a note in settlement of an account and then murmured, "Thank God that's paid."

## Quality Cattle For Market

Red Label Beef Association Of Southern Alberta

The Government of the Province of Alberta has recently introduced a new feature in connection with the marketing of cattle. This feature is the marking of live cattle for market with a registered trade mark on each animal. The trade mark will be "RL" in a six-inch circle in red paint and will stand for "Red Label." The Red Label Beef Association of Southern Alberta has secured a Federal Government trade mark for Red Label beef animals. The trade mark can only be used on animals which grade up to a certain standard and the development is expected to be particularly important in the marketing of Alberta cattle in Great Britain.

Another report from the Alberta Department of Agriculture states that the Province had a heavy year in hog marketing in 1932 and has come to be recognized as one of Canada's principal hog-raising provinces. More than 1,000,000 head, or over 34 per cent. of the total for all Canada, went to market last year from farms in Alberta, an increase in the provincial proportion from 25.63 per cent. three years ago. Last year 580,000 head of live hogs were shipped out, mostly to Eastern Canada, and 425,000 head were slaughtered within the province.

## THE RHYMING OPTIMIST

By Aline Michaels

LET MUSIC SPEAK

And now let music speak, for it can bring To life again all joyous things gone by. Can paint the rosy petals of the spring And show the sparkle in youths happy eye. And it can summon with prophetic voice The glad and tranquil seasons yet to be. Can lead the doubting spirit to rejoice As song soars up on wings triumphant, free.

Let music murmur softly to you now And it will soothe away the hurt, the sting. As some loved hand upon a weary brow Can charm life's hopes to fresher bloom. It is a voice less human than divine. And wakes an echo in the soul's pure shrine.

## Art Treasures Destroyed

Fire In Montreal Home Of Late Sir William Van Horne, Causes Heavy Loss

Art treasures valued at \$500,000 were destroyed by fire in the home of the late Sir William Van Horne at Montreal recently. The Van Horne collection in its entirety has been valued at \$1,250,000.

Miss E. Van Horne, elderly daughter of the noted railwayman, was forced to flee from the stately residence on Sherbrooke Street. Two firemen were slightly injured in the two-hour fight to subdue the outbreak.

# To Roll and



# What to Roll...

That is the question . . . until you discover how easily you can roll a more enjoyable cigarette with Ogden's Fine Cut Cigarette Tobacco.

Easy rolling! Yes, but that's only half the story. Wait 'till you light up! Then you'll know why Ogden's Fine Cut has become first choice with so many men who roll their own.

Ogden's Fine Cut is a real cigarette tobacco . . . the kind that sells on its merits. No need to take our word for it. Just try a package . . . use "Chanticleer" cigarette papers with it.

## OGDEN'S FINE CUT

Your pipe knows Ogden's Cut Plug

## Earthquakes Predicted

Look For Earth Tremors In the Region Of Great Lakes

Severe earthquakes in the Great Lakes region and the St. Lawrence Valley are almost certain to come, in the opinion of Prof. William Herbert Hobbs, University of Michigan geologist. Prof. Hobbs also forecasts shocks for the lower Mississippi Valley and southeastern states.

In an interview, Prof. Hobbs said scientists can name the places but not the times of future earthquakes.

An inter-island air service has just been inaugurated in the Philippines.

## FOR ANY PAIN

Have you ever found any quicker relief than this?



Anyone can take Aspirin, for doctors have declared these tablets perfectly safe.

And there is no quicker form of relief for any pain.

It is well to remember these things when anyone tries to persuade you to try anything in place of these tablets.

Aspirin may be taken as often as there is any need of its comfort: to stop a headache, throw off a cold, drive away the pains from neuralgia, neuritis, rheumatism, lumbago, etc.

Whenever you take Aspirin you know you are going to get immediate results—and you know there will be no ill effects. You know what you are taking.

Why take chances on some form of relief which may not be as swift—may not be as safe? The new reduced price on bottles of 100 tablets has removed the last reason for ever experimenting with any substitute for Aspirin.

Aspirin is a trade-mark registered in Canada



